

LEO BURNETT COMPANY, INC.

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Come to where the flavor is.
Come to Marlboro Country.



Kings: 38 mg "tar," 1.3 mg nicotine—
Light: 17 mg "tar," 1.5 mg nicotine av. per cigarette. FTC Report Aug '72.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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Source: <https://www.industrydocuments.ucsf.edu/docs/jlkx0001>

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